JUN 1 1942

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*
6 WEST 52nd STREET NEW YORK, N. Y.
ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MAY 29, 1942

(See Calendar of May 25th for week-end dates previously announced.)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 29 4:30 P.M.	GYPSY ROSE LEE AT GIFT PACKAGE CANTEEN	R. H. MACY & CO., INC.	7TH AVE. BLDG. 5TH FLOOR

Gypsy Rose Lee, strip-tease artist de luxe, authoress and now war worker, will officiate at Macy's Gift Package Canteen which carries over 200 assorted packages for the Army, Navy, Marine and Nurses Corps, selling from 89¢ to $30. Members of all the Services will be on hand to designate their favorite packages, and Gypsy Rose Lee will conduct a lucky-number raffle. Open to Press and public. Publicity: Kay Inglis Jones, CH. 4-2000.

Now Available (Gratis)	POSTER SERIES MAKING "CONSERVATION" FUN	PACIFIC MILLS (214 CHURCH STREET)	FOR STORES THROUGHOUT THE COUNTRY

To help the war on waste, Pacific Mills' Bartow Underhill has whipped up a series of 12 mirth-provoking color-posters that retailers the country over are clamoring for. These posters will make customers conserve and like it! Each one gives a tip on conservation, illustrated by a Don Herold cartoon and fortified with facts on what that saving means to the war effort. Our favorite, #4: 34 Rockettes rollicking through a routine in their girdles. About to mow them down is a soldier in a Jeep. The accompanying message: "The rubber in 3400 girdles will make one Jeep tire". The conservation tip: "Never dry a girdle in hot sun or over a radiator. Heat ruins elastic yarns". Send for the series. You will want these posters throughout your store or showroom and they're yours for the asking. Address requests to Bartow Underhill, Pacific Mills, 214 Church St., N.Y.C.

Newly Inaugurated	DAILY LUNCHEON AND TEA IN SCULPTURE GARDEN	MUSEUM OF MODERN ART	11 WEST 53RD STREET

Beginning this week-end, the Museum of Modern Art will serve luncheon and tea daily in its newly landscaped Sculpture Garden, for members of the Museum and gallery visitors. Luncheon, 12-2:30 P.M. (except Sundays); tea from 4-6 P.M. daily, (including soft drinks and beer, North and South American and Mexican wines). Menu will be restricted to cold soup, a salad or an open sandwich, dessert, and coffee or tea, hot or iced. Cost: luncheon $1, tea, 35¢, and guests may have as many helpings as they can eat. In case of rain, activities transfer to the penthouse. Publicity: Sarah Newmeyer, CI. 5-8900.

Now Showing	NEW FALL HANDBAG COLLECTION	I. JOLLES STUDIOS	33 EAST 33RD STREET
Now Showing	NEW FALL FUR COLLECTION	JULIUS GREEN FUR CO.	350 SEVENTH AVENUE
Sunday May 31- June 7	METROPOLITAN JUVENILE STYLE MARKET	35 MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

35 manufacturers of Infants', Children's and Junior Wear will show their Fall lines as a group in the New Yorker Hotel. For further information: Mr. Moe Goldblatt, Derby Sportswear, Publicity and Membership Committee, WI. 7-4520.

WEEK BEGINNING MONDAY, JUNE 1, 1942

FALL OPENING DATES, NEW YORK'S FASHION CREATORS

NOTE: The threatened curb on store-inventories has led many retailers planning June 1st buying-trips to New York to cancel their trips and hold their plans in abeyance. This has in turn caused some cancellations and postponements of planned Opening Dates for Fall lines in the Wholesale Markets, in spite of Donald Nelson's statement that action on inventory curbs "will be deferred for later this year." To the best of our knowledge, the Opening Dates listed here below still hold, released to us over the signature of some responsible member of every House. However, in view of existing conditions, we publish them with this reservation: that plans may change over-night, and we strongly urge you to check with those Houses you plan to visit.

The Editor.

(See following page for return to chronological listing of events.)

JUNE 1

BEAUCRAFT CORP., 498 7TH
All day long. No appt. necessary.

CRYSTAL, DAVID, INC., 498 7TH
From 9:30 A.M. No appt. necessary.

DOLCES DRESSES INC., 550 7TH
From 9 A.M. No appt. necessary.

HALPERT, JOSEPH, 530 7TH
From 10 A.M. Rejean Reichman, WI.7-7400

INTERNATIONAL DRESS CO., 1400 B'WAY
All day long. No appt. necessary.

LEVINE, JOE DRESS CO., 1400 B'WAY
9 A.M. Nat Rolfe, LA. 4-1177.

MUFFET, MARY INC., 1400 B'WAY
All day. Mr. J.B.Irwin, LO. 3-5295.

JUNE 2

HORWITZ & DUBERMAN, 498 7TH
Jack Horwitz, LO. 5-7440.

LA RUE DRESSES, 550 7TH
All day. Herbert Solomon, WI. 7-1656.

SCHNURER-CABANA, 1410 B'WAY
10 A.M. on. Mr.H.Schnurer, WI.7-4070.

JUNE 5

ELFREDA DRESSES, 498 7TH
From 9:30 A.M. No appt. necessary.

JUNE 7

MARIA KRUM, 37 W. 57TH ST.
Trade showing beginning June 7th.
9:30 A.M. on. No appt. necessary.

JUNE 9

ARKAY; JUNIOR FORMALS; MARGOT
498 7TH. Continuous showings.

BENDER & HAMBURGER, 498 7TH
2:30 P.M. No appt. nec. CH. 4-0450.

JUNIOR LEAGUE, 1372 B'WAY
10:30 & 2:30. WI. 7-3200.

MARY LEE, 498 7TH
No appt. necess. LA. 4-7626.

JUNE 10 (Tentative)

GALLAGHER, LOUISE BARNES, 37 W. 47TH
Expects to show on or about June 10, by appt. Contact: Miss Jo, BR. 9-6177.

JUNE 15

BASS, WILLIAM, 530 7TH AVE.
Will show complete Fall collection after June 15. No appt. LA. 4-2190.

DUKE, ANNA INC., 498 7TH AVE.
From 10 A.M. No appt. necessary.

GINSBURG & ABELSON (YOUNG VIEWPOINT)
1400 B'WAY. No appt. necessary.
Alex Richlin, CH. 4-4131.

HERZOG, JACK & BRO., 530 7TH (ROBERTA, INC.)
10:30 A.M. No appt. necessary.

MIL-JAY INC., 530 7TH AVE.
10:30 A.M. No appt. necessary.

MONTE-SANO & PRUZAN INC., 21 W. 46TH
By appt. Vincent, Jr., BR. 9-8663.

SONDHEIM, HERBERT, 530 7TH AVE.
Will show after June 15, by appt.
LA. 4-7540.

JUNE 16

HANSEN BANG INC., 498 7TH AVE.
2 P.M. Ruth Hinds, BR. 9-4020.

NANTY INC., 36 W. 47TH
Misses' dinner & evening gowns, all-silk or 100% wool. From 10 A.M. LA. 4-4531.

TOWNLEY, 550 7TH AVE.
11 A.M. No appt. necessary. Claire McCardell, LO. 5-4285.

JUNE 23

CHARLES COOPER, 498 7TH AVE.
230 P.M. Strictly by appointment.
Contact: Harry Kramer, PE. 6-8700.

JUNE 24

CARNEGIE WHOLESALE, 711 FIFTH AVE.
By invitation. Josephine Hughes, WI. 2-2600.

(Continued on following page)

FALL OPENING DATES, NEW YORK'S FASHION CREATORS (Continued)

STILL PENDING AS WE GO TO PRESS

CAPRI, INC.,	1372 B'WAY	PATULLO MODES,	498 7TH AVE.
MYRON HERBERT, INC.,	530 7TH AVE.	IRA RENTNER-MILLER,	498 7TH AVE.
KIVIETTE,	15 W. 47TH ST.	MAURICE RENTNER,	498 7TH AVE.
ELI LANE,	1375 B'WAY	ROSENTHAL & KALMAN,	1400 B'WAY
PARNIS-LEVINSON,	530 7TH AVE.	SPECTATOR SPORTS,	530 7TH AVE.
		TRAINA-NORELL,	550 7TH AVE.

SPORTSWEAR GUILD FALL OPENING DATES

JUNE 1

SPORT-CRAFT, INC., 550 7TH
All day. No appt. necessary.

STAR-MAID DRESSES, 498 7TH
From 9:30 A.M. PE. 6-0444.

JUNE 2

ADLER & ADLER, 550 7TH
10:30 A.M., 2:30 P.M.,
Paul Adler, CH. 4-6630.

DAVIDOW, 550 7TH
From 10:30 A.M. PE. 6-6910.

GOODSTEIN, DAVID M., 550 7TH
From 10:30 A.M. By appt., LA. 4-2577.

JUNE 2 (Continued)

KANE-WEILL, 498 7TH
10:30 A.M. and 2:30 P.M.

MUTUAL ROSENBLOOM, 498 7TH
10:30 A.M. and 2:30 P.M.

JUNE 4

NUDELMAN, CHAS. W., 550 7TH
10:30 A.M. and 2:30 P.M.

JUNE 9

ZOLTAN ROSENBERG, 550 7TH
All day. No appt. necessary.

(Return to chronological listing of coming events.)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
June 1 Breakfast Postponed	POSTPONEMENT OF ARNHEIMER BREAKFAST PREVIEW OF NEW FUR COLLECTION New date in later issue. Publicity: Anna T. Moore, LA. 4-6450 or ST. 9-6000.		
Monday June 1 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	SAKS 5TH AVENUE	ORIENTA BEACH CLUB MAMARONECK, NEW YORK
	In celebration of "Woman's Day" at the Orienta Beach Club, Saks 5th Avenue will put on a fashion show of summer cottons and play and beach clothes, during luncheon in the Clubhouse. Miss Virginia Pope, Fashion Editor, New York Times, will make a fashion address. Open to club members and their friends. Publicity: Dorothy Harness, PL. 3-4000.		
Monday June 1	NEW COLLECTION OF NUTRIA COATS	FARBER-NAT BAEHR CORP.	224 WEST 30TH STREET
	The Farber-Nat Baehr Corp., specialists in Nutria coats, will present their Fall Collection beginning Mon., June 1. For appt.: Nat Baehr, PE. 6-5797.		
Monday June 1	1ST SHOWING: NEW FALL FUR FASHIONS	LOUIS STEIN & SON	350 SEVENTH AVENUE La 4-3152
Monday June 1 4:00-6:00 P.M.	PRESS PARTY FOR "MAID OF COTTON"	COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL "MAID OF COTTON" SUITE
	Following formal crowning of "Maid of Cotton", Cotton Textile Institute will give Press party for Miss Camille Anderson of Memphis, in her suite at Waldorf. Open to Fashion Press and publicity representatives interested in cotton, without invitation. Virginia Jewel, WO. 2-0270.		
Monday June 1 Through June 18	INVENTORS' SHOW	AMERICAN HOBBY FEDERATION (330 W. 42ND)	SACH'S AUDITORIUM 35TH ST. AT 8TH AVE.
	To help Inventors bring their ideas to attention of public and mfrs. Admission free. For further information, Erwin M. Frey, LE. 2-3488.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 2	1ST SHOWING: NEW FALL FUR COLLECTION	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE

Showings at 10 A.M. and 2 P.M. daily from June 2nd on. Press by invitation. Contact: Mr. Arthur Schwartz, LA. 4-2751.

Beginning Tuesday June 2 11-1 P.M. 2-4 P.M.	FREE COURSE IN NUTRITION	L. BAMBERGER & CO. & AMERICAN RED CROSS	L. BAMBERGER'S NEWARK, NEW JERSEY

Course in Standard Nutrition given at Bamberger's and sponsored by American Red Cross which will give certificate to all who pass. Concentration of work into two daily sessions permits condensation of course into five instead of usual ten weeks. Registration in Bamberger's Virginia Flagg Kitchen. No charge. For additional information: Market 2-1212, ext. 2312.

Tuesday June 2 3:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION	J. DE LEO	130 WEST 30TH STREET

Mr. De Leo, eminent fur designer, will present his new Fall Fur Collection, geared to the times in ideas and costs, to members of the Fashion Press. By invitation. First Trade showing, Wed., June 3rd, 10 A.M. Publicity: Zanville Diamond, PL. 3-5252.

Tuesday June 2 4:00-6:00 P.M.	FASHION SHOW AND TEA	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET

For the wind-up of their course in "Fashion Show Technique", the students of the Tobé-Coburn School For Fashion Careers will present a Tea-Time Fashion Revue for parents and friends. All costumes by courtesy of Franklin Simon. Entire presentation planned and staged by the students themselves. By invitation. Contact: Katherine Reardon, PL. 3-0773.

Tuesday June 2, June 3 4-7 P.M.	TEA AND EXHIBIT OF STUDENTS' WORK	PRATT INSTITUTE	DECORATORS'CLUB GALLERY 745 FIFTH AVENUE

Exhibit opens with Tues. Tea from 4 to 7 P.M. Press by invitation. Publicity: Denise Abbey, Exec. Sec., WI. 2-6055.

Tuesday June 2 4:00-7:00 P.M. Continuing for 3 weeks.	"MAD HATTER" EXHIBIT	PLAY SCHOOLS ASSOC.	460 PARK AVE. GALLERIES

Novel one-man exhibit of hat-portraiture by the brilliant artist-traveler, Buzz Ridges, beginning Tues., June 2nd and continuing for 3 weeks, for benefit of Play Schools Association. Mr. Ridges is, by his own admission, no milliner but an artist, and his hats are portraits and satires in surprising colors, fabrics and structure, of outstanding personalities of today, among them: Claire Boothe, Anne Morgan, Lady Mendl, Ilka Chase, Fannie Hurst, Grace moore, Lily Pons, Virginia Pope, Carmen Miranda, Greta Garbo, Marian Anderson, Gertrude Lawrence, Bessie Beatty, Elsa Maxwell, Oona O'Neil and others. Exhibit will include "Hall of Historic Hattery", hats of famous Americans collected from the attics of New York. Exhibit opens with gala cocktail party with celebrities of stage, literary and civic circles as guests of honor. Admission $2.20 on Opening Day. 50¢ thereafter. Tickets on sale at Galleries. Press by invitation. Publicity: Mrs. Bertram C. Eskell, Play School Office, VO. 5-5000.

Tuesday June 2 5:00 P.M.	PRESS PREVIEW OF "BARE LEG BAR"	HELENA RUBINSTEIN	715 FIFTH AVENUE

Because legs are going to be in the limelight as never before, this coming summer, Helena Rubinstein is inaugurating a "Bare Leg Bar" which will feature the last word in leg make-up and leg-beautifying preparations. There will be plenty of "Cheese Cake" at the opening ceremonies when the Radio City Rockettes and a chorus of beauties from "Sons O' Fun" and "Priorities of 1942" will demonstrate the various Rubinstein leg make-ups. Cocktails from 5 P.M. By invitation. Publicity: EL. 5-2100.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 3 10:00 A.M.	MEETING ON STORE INVENTORY CURB	N.R.D.G.A. & A.R.F.	HOTEL PENNSYLVANIA

An emergency meeting, called by the American Retail Federation and the National Retail Dry Goods Association, to discuss the problem of impending inventory limitation. Leading retailers are expected to attend in the hope of framing working suggestions to present to the War Production Board. Open to all retailers. Contact: Press Relations Director, Mr. E. S. Hoyt, CH. 4-7313.

Wednesday June 3 — POSTPONEMENT OF BRAAGAARD'S PRESS PREVIEW OF NEW FALL HAT COLLECTION
New date in later issue. Publicity: Ruth Hawthorne Fay, LO. 3-5770.

Wednesday June 3 2:00 P.M.	COTTON FASHION SHOW "SATURDAY IN THE PARK"	JAMES McCREERY	5TH AVE. AT 34TH ST. NEW 4TH FLOOR

McCreery's has the answer for city dwellers stranded in town for the week-end now that gas rationing is here. It's "Saturday In The Park", an all-cotton fashion show which will dramatize the typical New Yorker's week-end wardrobe. The "Maid of Cotton" will be honor guest, and her all-cotton touring wardrobe will be a feature of the fashion show. Open to Press and public. Publicity: Helen Hungerford, WI. 7-7000.

Wednesday June 3 3:00 P.M. (Weather permitting)	SUMMER FASHION SHOW "SENTIMENTAL JOURNEY"	LORD & TAYLOR MANHASSET	GRACE ESTATE MANHASSET, L. I.

Lord & Taylor will put on a summer fashion show for the benefit of the Red Cross, on one of Manhasset's most beautiful estates, opened to the public for the first time in history. Admission, $1.10. Press (by invitation) will be whisked from New York to Manhasset and back in a fleet of cars leaving Lord & Taylor's 38th Street entrance at 2 P.M. (weather permitting. If not, party will be postponed to next clear day.) Publicity: Eleanor Howard, WI. 7-3300.

Wednesday June 3 4:00 P.M.	PRESS PREVIEW: FALL AND WINTER COLLECTION	McMULLEN COMPANY	475 FIFTH AVENUE

McMullen's Fall and Winter Collection, stressing sports clothes and back-to-school fashions. Strictly by invitation, to magazine editors. Collection opens to Trade on following day, Thurs., June 4th, from 10 A.M. on. McMullen will not be able to grant requests for invitations to Press preview. Publicity: Miss Abigail Johnson, MU. 3-9560.

Wednesday Evening June 3 7:00 P.M.	DINNER AND HOSIERY SEMINAR	AMERICAN ASSOC. OF TEXTILE TECHNOLOGISTS	2 PARK AVENUE 26TH FLOOR

A huge dinner meeting for discussion of immediate future of stockings made of synthetic yarns, held under auspices of American Association of Textile Technologists and open to all interested. Admission, $1.40 per person. Tickets at door. For further information, Miss Bronner, CO. 5-7300, ext. 143.

Thursday June 4 Through June 13 9 A.M. - 9:30 P.M. 9-5 Sats.	19TH ANNUAL EXHIBIT OF STUDENT WORK	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

The Traphagen School of Fashion will present its Annual Exhibit of the work of Day and Evening students. Fashion Drawing, Illustration and Design, Clothing Construction, Patternmaking, Grading and Draping (including costumes conforming to WPB rulings). Also Textile and Interior Decoration, Window and Fashion display, Fashion Writing and Reporting. Judges Committee meets at 10:30 A.M. on Thurs., June 4. Press and public invited. For further information: Dorothy Tyroler, CO. 5-2077.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 4 12:45 P.M. Luncheon	5TH ANNUAL GRADUATION LUNCHEON	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	PIERRE ROOF 5TH AVE. AT 61ST ST.

The Tobé-Coburn School For Fashion Careers will stage its 5th Annual Graduation Luncheon on the Pierre Roof. Assemblage at 12:45 P.M. Luncheon, promptly at 1:00. Graduates will be addressed by Mr. Fred Lazarus, Jr., V.P. The F. & R. Lazarus & Co., and Chairm. of Retailers Advisory Committee, Washington, D.C. By invitation. Contact: Katharine Reardon, PL. 3-0773.

Friday June 5, Saturday June 6 9-6 P.M.	TUXEDO HORSE SHOW	TUXEDO HORSE SHOW ASSOC.	TUXEDO PARK, N.Y.

No.

One of leading outdoor equestrian exhibitions in the Metropolitan district, for benefit of local hospital and Red Cross. Open to public. Admission, Grandstand $2. Tickets at Tuxedo Park. Contact: Mr. George B. St. George, BA. 7-8514.

Friday June 5 Luncheon	PLANNING LUNCHEON	COTY	TO BE ANNOUNCED

Members of the Jury serving on the "American Fashion Critics' Award", sponsored by Coty, will meet for a private planning luncheon to discuss matters pertaining to the first award which will be made in January 1943. Time and place of luncheon will appear in individual invitations. Publicity: Eleanor Lambert, PL. 5-8580.

Saturday June 6 10:00 A.M.	"TALK OF TEENS" CLUB MEETING	B. ALTMAN & COMPANY	5TH AVE. AT 34TH ST. TEEN SHOP

Feature of Altman's "Talk of the Teens" Club Meeting will be an address and demonstration by a Charles of the Ritz representative on the care of hair and skin during the summer time. Also a "Fun Clothes Fashion Show" planned, presented and modeled by Teen club-members. Press welcome. Publicity: Faith Wilcox, MU. 9-7000.

Saturday June 6 11:00 A.M.	"TRICKS FOR TEENS" CLUB MEETING	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP

Feature of Saks 34th Street's "Tricks for Teens" Club meeting will be the announcement of a design contest for a "Back-to-School" dress sponsored by the store and Parents' Magazine. Club members will be invited to submit a dress-sketch specifying fabric and color. (Consideration must be given to shortage of zippers and limitations on skirt fullness). Contest judges: Mrs. Betty Green, Fash. Ed., Parents' Magazine and Mrs. Schenk, designer of Schleifer-Lubell, who will make up the prize-winning dress. Press welcome. Publicity: Margaret Pierce, LA. 4-7000.

Beg. June 8 FIRST SHOWINGS, FALL WASH DRESS COLLECTIONS.

Monday June 8 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	FRANCES BROOKS (563 MADISON AVE.)	ST. REGIS HOTEL, 5TH AT 55 VIENNESE ROOF

Miss Frances Brooks (formerly of B. Altman's), who recently opened her own smart little dress shop on Madison Avenue, will present a revue of Summer fashions during luncheon on the Viennese Roof of the St. Regis. Open to public. Luncheon, $2. Publ.: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.

Wednesday June 10 4:00-6:00 P.M.	NATIONAL SEWING CONTEST PRESS PARTY	NATIONAL NEEDLE-CRAFT BUREAU	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM

Introducing America's six champion amateur dressmakers and prize-winning costumes selected by outstanding fashion authorities, many of whom will be on hand to present awards. By invitation. Publicity: Julie Medlock (Tom Fizdale) EL. 5-5580.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 10 4:30 P.M. Cocktails	PRESENTING FALL WOOLKNIT FASHIONS	WOOLKNIT ASSOCIATES INC.	PIERRE HOTEL BALLROOM

The Woolknit Associates will stage a Trade Showing of new Fall Woolknit fashions, under the direction of June Hamilton Rhodes, Bureau of Fashion Trends. Strictly by invitation to Buyers, Merchandise Executives, and members of the Fashion Press. Publ.: Bureau of Fashion Trends, WI. 7-7476.

Wednesday June 11- Thursday June 12 All Day Long	CHARM SERVICE SHOW	CHARM MAGAZINE (79 7TH AVE.)	ESSEX HOUSE, W. 57 ST. BLUE ROOM

Charm Magazine will stage a two-day demonstration of its Fashion, Beauty, and Job Services for retailers and manufacturers. Feature of the demonstration will be the showing of Fashions from the September or "Back-to-Work" issue of Charm (on newsstands August 15th). Admission by ticket only, from Miss Nelson, Charm Merchandise Editor, WA. 9-8070.

Saturday June 13 10:00 A.M.- Night-fall	"N.Y. IN WAR DRESS" A PARADE OF 50,000	MAYOR'S COMM. FOR MOBILIZATION OF N.Y. AT WAR	FROM WASHINGTON SQ. UP 5TH AVE. TO 77TH ST.

Monster pageant and parade, announced by Grover Whalen, Chairm. of the Mayor's Committee for Mobilization of New York at War, as "the greatest parade in the nation's history." Purpose: a demonstration of what's being done to win the war at home and abroad. In the parade will be representatives of all the armed forces; Civilian Defense units; reserves; and a series of floats, dramatizing events of the war; captured war materiel, etc., etc. Parade begins at 10 A.M. in Washington Square and will flow up 5th Avenue to 72nd Street before millions of spectators. Reviewing stands on steps of public library at 42nd Street and from 60th to 72nd Street on 5th Avenue. Climax of day will be "Torch-Light Finale" which will wind up the parade at night-fall. For further information: Grover Whalen, PL. 5-1170.

Saturday June 13	BENEFIT DOG SHOW	NORTH WESTCHESTER KENNEL CLUB	KATONAH, N.Y., ESTATE OF MR. & MRS: HOYT

OR 4-2540.

One of the big Show ring events of the early season for benefit of Navy Relief Society. Experts approved by the American Kennel Club will pass on the many breeds in show. Mr. Gerald Livingston, Pres., Westchester Kennel Club, will pick "best dog in show". Open to public. Admission, $1.10, tickets obtainable at gate.

Monday June 15 Through Thursday June 18	N.R.D.G.A. MID-YEAR CONVENTION	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE CHICAGO, ILLINOIS

"The retailers stake in this war for survival" will be the big issue up for discussion at the Mid-Year Convention of the N.R.D.G.A. There will be general and technical sessions - 28 in all. Dr. Merle Fainsod, Dir., Retail Trades and Services Division, OPA, will address the Mon. evening general session on "Ceiling Prices" which will be followed by an open forum. Frank M. Mayfield, Pres., N.R.D.G.A., will make key-note address outlining problems of Convention. Mr. Lou Hahn, General Mgr., N.R.D.G.A., will also address opening session. Registration fees: member stores, one representative, $5 each. Non-members, $1 per person per session. No fee for Mon. evening open forum addressed by Dr. Fainsod. Wed. night dinner by Chicago Controllers, $3.50 each. For complete schedule of events: Mr. Edward S. Hoyt, Press Relations Dir., N.R.D.G.A., CH. 4-7313, ext. 7.

Monday June 15 Through June 18	FIRST SHOWING: FALL HAT FASHION TRENDS	MILLINERY FASHION INSPIRATION INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

Three leading milliners, Lilly Daché, John-Frederics, and Sally Victor, have joined to form Millinery Fashion Inspiration Inc., for the purpose

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

All Day By Appt.

of launching hat fashion trends to stimulate and stabilize millinery fashions throughout the country. Three-day trade showing of this collection begins June 15th, at Waldorf Astoria Hotel. Millinery manufacturers and one designer may see collection privately for $100, including right to copy one hat on exclusive basis until August 15th. Additional models, $50 each. Adaptations may not be delivered until after July 14th, (date of big Fall Millinery Show held annually by Millinery Stabilization Commission). Hats will be labeled. Appts. now being made in order of receipt of subscriptions. For further information, Millinery Fashion Inspiration, Inc., 33 W. 42nd St., PE. 6-7494.

Monday June 15 4:00 P.M. Note change of date	PRESS PREVIEW: NEW FALL COLLECTION	HARRY COLLINS	647 FIFTH AVENUE

To suit the times, Harry Collins, custom dressmaker, known for quality fashions, will present a new Fall Collection that will not only include Custom-Order Originals but also models for the Trade, beginning at $39.75 wholesale, a radical price departure for this House. Mr. Collins will also introduce a new and revolutionary, completely rubberless girdle which will soon be available to stores. Collection opens to Trade Tues., June 16th. Monday preview by invitation. Contact: Mr. Alexander Gasser (recently associated with Mr. Collins for the development of the new departments) PL. 3-9403.

Tuesday June 16- Wednesday June 17 2:00- 10:00 P.M.	SALVAGE SEWING FAIR AND FASHION SHOW	BUNDLES FOR AMERICA SALVAGE SEWING CENTERS	ASTOR HOTEL GRAND BALLROOM

Bundles for America has the endorsement of the WPB for its giant Salvage Sewing Fair and Fashion Revue to dramatize the work of its Salvage Sewing Centers throughout the country. This gala two-day Fair will be staged in the Ballroom of the Hotel Astor. Booths will line the Ballroom in typical county fair fashion, depicting the work of the Centers. Special feature will be a fashion revue of costumes made entirely of donated, salvaged clothes. Climax of revue will be presentation of number of models made by America's outstanding designers, also out of salvage scraps and old clothes. Five best costumes in amateur group will go to Washington on exhibit. Stage celebrities will model in fashion show and take part in dramatization. Admission, $1. Those wanting to stay for supper may buy food coupons at the Fair. Press by invitation. Publicity: Billie Gould, EL. 5-4095.

Tuesday June 16 6:30 P.M.	PREVIEW: "BRAMLEY" BACK-TO-SCHOOL FASHIONS	FRANKLIN SIMON	DRESS CIRCLE 414 FIFTH AVE., 4TH FL.

Cocktail-party presentation of the new "Bramley" Back-to-School Fashions, strictly by invitation for out-of-town buyers and store executives handling the Bramley franchise. Publicity: Mildred Kaldor, WI. 7-9600.

Wednesday June 17	INDUSTRIAL SALVAGE CONFERENCE	AMERICAN MANAGEMENT ASSOC., 330 W. 42ND ST.	HOTEL NEW YORKER 8TH AVE. AT 34TH ST.

At the request of the WPB, the American Management Association will sponsor a Conference on "Industrial Salvage". Afternoon session will be devoted to questions and answers and panel discussion by WPB experts. All day registration for members, $2; non-members, $4; half day, members, $1; non-members, $3. American Management Assoc., 330 W. 42nd Street, BR. 9-6055.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 18 4:00-6:00 P.M.	PRESS PREVIEW: "BACK-TO-SCHOOL" PAJAMAS	MISS SWANK	WALDORF ASTORIA HOTEL PALM BAR

Miss Swank's annual Press preview of "Back-to-School" pajama fashions, proving that WPB frowns on frills and furbelows have not affected the chic and charm of this Fall Collection. By invitation. Publ.: Joyce Hirshon, BR.9-9350.

Beginning Monday June 29	1ST SESSION OF NEW COURSE	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET

The insistent demand of stores for good promotional material for replacements in their executive staffs has led the Tobé-Coburn School For Fashion Careers to inaugurate a new schedule, beginning June 29th, ending March 19th, and including a Summer and Winter term in the School, plus work in the New York stores during the Fall and Christmas season. For further information, contact: Registrar, Helen Fauver, PL. 3-0773.

Beginning Monday June 29	RETAIL FASHION MERCHANDISING COURSE	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET

A streamlined course in retail fashion merchandising to train young women to replace junior retail executives drafted into military services or war industries. Course begins on June 29th, ends on March 19th and includes employment period in retail stores. For cost and further information, contact: Maxwell F. Marcuse, Director, CH. 4-5288.

Monday July 6-July 24 9:00 A.M.-4:00 P.M. Daily	SUMMER COURSE IN TEXTILE TESTING	UNITED STATES TESTING CO., INC.	1415 PARK AVENUE HOBOKEN, NEW JERSEY

Summer course in Current Textile Analysis and Testing, under direction of United States Testing Company's textile laboratory. Students will be taught the various types of commercial and government testing by experts. Classes limited to 20 students with elementary training in textiles or home economics. Registration fee, $25. Course lasts 3 weeks, from 9 A.M. to 4 P.M. daily. For registration, apply to Miss Codish, United States Testing Company, 1415 Park Ave., Hoboken, New Jersey, Hoboken 3-3166.

Beginning Monday July 6

NEW FALL HAND-BAG COLLECTIONS OPEN

JULY 6	JULY 7	
NAT LEWIS PURSES, 135 MADISON	HARRY ROSENFELD, INC.	135 MADISON AVE.
	PICHEL, INC.	14 E. 33RD ST.

Monday July 13

OFFICIAL OPENING: FALL CORSET AND BRASSIÈRE MARKET WEEK

The Corset & Brassière Association of America and the Associated Corset & Brassière Manufacturers are considering a clinic during market week, to permit manufacturers and retailers to get together to solve the many serious problems confronting the industry during this emergency transition-period. Details later, as plans are established.

Mon. 7/13 OFFICIAL OPENING, FALL MILLINERY MARKET WEEK

Tuesday July 14	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR B'WAY AT 45TH ST.

The big annual Fall Millinery Fashion Show staged by the Trade Promotion Committee of the Millinery Stabilization Commission. Held earlier this year in effort to overcome anticipated transportation difficulties this fall. Net proceeds of show to go to Army and Navy Relief. Admission and list of exhibitors in later issue of FASHION CALENDAR. Publicity: ~~Margery Hartmann~~, MSC, CH. 4-6547.

Ethel Dulan

PLEASE NOTE:

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to list Out-of-Town Fall Opening dates.

June 1 ...Morrison Style Exhibitors, Hotel Morrison, Chicago, Illinois
June 1 ...Fall Openings, St. Louis Fashion Creators, St. Louis, Mo.
June 1 ...Advance Fall Openings, Style Creators of Chicago, Morrison
June 1 ...23rd Annual Shoe Fair, N.E. Shoe & Leather Assoc., Boston
June 1 ...Advance Fall Openings, Women's, Children's Infants' Wear & Accessories Mfrs., Merchandise Mart, Chicago, Illinois
July 5 ...Chicago Fall Wash-Apparel Week, Palmer House, Chicago, Ill.
July 12-15...Los Angeles Fall Fashion Openings, Biltmore Hotel
July 18 ...Ft. Worth Fall Markets, Hotel Texas, Ft. Worth
July 19 ...Annual Fall Showing, American Fashion Assoc., Dallas, Texas
July 19 ...San Francisco Fall Apparel Market, San Francisco, Calif.
July 19-22...Los Angeles & San Francisco Fall Millinery Markets
July 20 ...Twin Cities Apparel Market, Minneapolis & St. Paul
July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Ill.
July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis
Aug. 2 ...Fall Millinery Market Week, L.A. & San Francisco Millinery Guilds
Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

DATES AHEAD

May 30 MEMORIAL DAY (Saturday)
June 14 FLAG DAY (Sunday)
June 21 FATHER'S DAY (Sunday)
June 21 1ST DAY OF SUMMER (Sunday)
July 4 INDEPENDENCE DAY (Saturday)
Sept. 7 LABOR DAY (Monday)
Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)

RED LETTER WEEKS

June 8-13 NATIONAL LUGGAGE WEEK
June 22-27 NATIONAL SWIM-FOR-HEALTH WEEK
Sept.14-19 N.R.D.G.A. DEMONSTRATION
Sept.20-26 NATIONAL DOG WEEK
Oct. 2-12 NATIONAL BRANDS WEEK
Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK
Nov. 2-8 AMERICAN ART WEEK

MUSIC... THEATRE.. MOVIES... NIGHT SPOTS

Wednesday... PREMIÈRE: "BY JUPITER" SHUBERT THEATRE, 225 W. 44TH STREET
June 3 New Rodgers and Hart musical produced by Dwight Deere Wiman, Richard Rodgers and Richard Kollmar, with Ray Bolger, Constance Moore, Benay Venuta and Ronald Graham in leading roles. Costumes by Irene Sharaff. Publicity: Tom Weatherly, BR. 9-4064.

Wednesday... CELANESE'S "GREAT MOMENTS IN MUSIC" WABC-COLUMBIA NETWORK
Evening Selections from Rudolf Friml's "Firefly", specially prepared by Clayton
June 3 Hamilton, playwright, author and former Chairman of Pulitzer Prize Judges
10:00 A.M. for the Drama. Starring Jean Tennyson, Jan Peerce, Robert Weede. Orchestra and Chorus directed by George Sebastian. Publicity: Bureau of Industrial Services, AS. 4-8400.

Thursday.... PREMIÈRE: "MRS. MINIVER" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH ST.
June 4 MGM dramatization of Jan Struther's novel of English life, co-starring
(Tentative) Greer Garson and Walter Pidgeon, with Teresa Wright, Dame May Whitty, Reginald Owen, Henry Travers and Richard Ney in supporting cast. Directed by William Wyler. Publicity: Art Schmidt, BR. 9-7800.

Thursday.... PREMIÈRE: "BROADWAY" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.
June 4 Universal's re-make of the hit play and movie, "Broadway", starring George Raft, Pat O'Brien and Janet Blair. Costumes by Vera West. Publicity: Maurice Bergman, CI. 7-7100.

Thursday.... PREMIÈRE: 10 GENTLEMEN FROM WEST POINT" (Cinema) ROXY THEATRE, 7TH AT 50TH
June 4 or A timely story starring Olivia de Haviland and George Montgomery. Presented
June 11 by 20th Century Fox. Costumes by Dolly Tree. Publ.: Miss Van Slyke, CO.6-0950.

Friday..... PREMIÈRE: "JUKE GIRL" (Cinema) STRAND THEATRE, B'WAY AT 47TH STREET
June 5 Warner Brothers picture starring Anne Sheridan with Ronald Reagan and Richard Whorf. Clothes by Milo Anderson. Publ.: Eve Siegel, CI. 6-1000.

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